



**Wednesday 20th October 2010
4.30 pm, County Offices, Kendal**

Present:

Peter Hensman, Lake District Estates
Joanne Golton, Programme Manager
Richard Greenwood, Cumbria Tourism
Richard Pealing, Eden & South Lakeland Forward
Graham Vincent, South Lakeland District Council
Geoff Cook, South Lakeland Local Committee
Dianne Whitehead, Cumbria County Council
Austen Robinson, Kendal Town Council
David Ingham, Cumbria County Council

Jim Bland, National Farmers Union
Steve Ratcliffe, Lake District National Park Authority
Jayne Kendall, South Lakeland District Council
Mandy Dixon, South Lakeland LSP
Derek Armstrong, Cumbria Chamber of Commerce

Apologies:

Bill Broekhuizen, Kendal College
George Inchmore, Federation of Small Businesses

1. Minutes of Previous Meeting

The minutes of the meeting held on 8th September were accepted as a true record.

2. Matters Arising

- The Programme Manager's monthly update sheet comment on New Road to be changed to 'SLLC considered highway impact and needed more information, which had time and budget constraints. New Road Project Board has revised the plans to include no riverside route on carriageway or within common land boundary. Taylor Young have redrafted designs and SLDC have begun deregistration work to reinstate green site'.
- The town centre coach-parking project at the College needs further work. **ACTION: B. Broekhuizen** to report back at next meeting.
- The revised priority project list has been circulated to Board members.
- The allocations of land proposals document is expected shortly: **ACTION J. Golton** to invite Development Planning to next meeting.
- The youth hostel in Kendal is still open (until sold) and is taking bookings for 2011.
- The public sector contract procurement portal is currently updating procedures and information seminars will be held soon after.

3. Proposals for Supermarket and Sports Village

- Sainsburys and Turley Associates gave a presentation on the proposals for a new supermarket and sports village at the cricket club site in Kendal. The proposed supermarket would include a restaurant, fashion section and a petrol station.
- Sainsburys proposals are currently at the consultation stage with stakeholders at the moment with exhibition material, postal information and a dedicated website. The most commonly asked questions to date are concerning flooding, demand and traffic impact. A planning application should be submitted in December.
- The sports village element includes a pavilion and pitches for football, cricket and archery.
- The Board will comment on the plans when the planning application has been submitted.

4. Project Co-ordinator Update

- The support contract had been advertised in The Westmorland Gazette and from 32 initial enquiries 9 expressions of interest proposals have been received. A small sub group (Chairman plus representatives

from KTC, CCC and SLDC) will score the proposals and then interview the short listed organisations.

ACTION: J Golton to send out questions for scoring panel and interview panel.

- Kendal Town Council has committed £5000 towards the continuation of the post. The budget is now approximately £32k, which will allow support for 20 hours per week contract through until March 2012.
- The Chairman thanked Joanne for all the help she had given the Board and for her very successful work in delivering the programme.

5. Invest in Kendal Website

The new website www.InvestinKendal.com is now live. The site will be a signposting tool for businesses wishing to relocate to the area and for those local businesses looking to expand or find out about business support and information. Some of the images are to be refreshed to show businesses rather than just views. Links are needed from more partner sites including SLDC, E&SLF and Chamber. The website will be covered at the KFB presentation to the Chamber lunch. **ACTION: J. Golton** to plan official launch of site.

6. Board Representation

Kendal Futures is a public/ private sector board. The private sector is lacking in representation following the resignation of Alun Lewis from the CBI. The Board agreed that the Chair should suggest to the CBI that Martyn Nicholson from Russell Armer replace Alun and that Fenner Pearson could be a second representative from the Chamber. A business partnership representative will also be invited once the partnership's umbrella group is in place.

7. Partner Updates

- **Chamber of Commerce** – The new Chamber Office is located on Stramongate above the new Made in Cumbria shop, which opens next week. The B2B event in Kendal was held recently as part of the Growth 2010 exhibition programme; over 70 exhibitors were present.
- **Tourism Sub Group** – The Fit for the Future action plan is being revised. The group are scheduled to meet at the end of the month. Monies may be available for the action plan projects via the South Lakeland Tourism Action Group, which is under review.
- **E&SLF** – the new website is now operational and a new brochure about the delivery board has been published. The Board are currently supporting the Hotel School project in Ambleside and have commissioned a demand study to look at potential national interest.
- **Cumbria Tourism** – a Food Summit will be hosted in 2011 using underspend from the food festival at Cockermouth. The latest Tourism figures show an increase in industry performance by 2% in 2009, 2010 is expected to be a mixed picture. Kendal Visitors Survey is underway. CT are reshaping dramatically with a cut in staff down to 19. CT is expected to concentrate more on marketing/sales promotion.
- **NFU** – Members are helping with the Field to Fork event as part of the Kendal Festival of Food.
- **SLDC** - English Heritage has approved £30000 for the renovation works and refurbishment of Castle Dairy. This has been matched with £140000 from SLDC. The new café and gallery will open at Easter and will be operated by Kendal College. Planning services are set to change as more notice is taken of local strategies and plans.
- **SLLC** – CCC have funded an innovative scheme to help fund bus fares for young people up to the age of 19. This is to encourage young people to use public transport and is the first of its kind in the country.
- **KTC** – New landscaping plans have been drawn up for Abbot Hall Park in Kendal and they will be out for consultation shortly.
- **CCC** – No news on the Cumbrian Local Enterprise Partnership bid. The LEP proposal did cover many measures in the KERAP. Cumbria's bid to become a fast broadband pilot was successful and £15m is to be divided across the 4 pilot areas.
- **CREA** – The new office building and incubator units are now open on Shap Road. The next KFB meeting will be held there and a tour of the building will be available upon request.

8. Any Other Business

- Kendal Transport Plan is currently under review. **ACTION: G. Cook** to keep Board updated.
- Empty Shop survey in Kendal was carried out in early October, no change in vacancy rate.
- Kendal Calling would like to return to the area. 130 acres are required to host the fast-growing festival. If anyone can help with suggestions please contact Imelda Winters Lewis at SLDC.
- Kendal Festival of Food starts this week. 17000 programmes have been distributed, the website is www.kendalfestivaloffood.co.uk The event is being managed by Bluestone Events
- The first meeting of Highgate and Allhallows Business Partnership was held 12th October. It was well attended and the group are developing a business action plan for the area.
- P Hensman and J Golton to present the work of Kendal Futures at the Chamber of Commerce lunch on 12th November.

9. Date of next meeting:

- Agenda items to include Allocations of Land Document latest, Benchmarking Update from CT, Business Partnerships Update
- Wed 1st Dec 2010 – 5.00 pm, CREA Offices